Anty Drudge Gossips.

Mrs. Goesiper-"Yes, it's said they will be divorced. And after the way she's slaved for him, wearing out her life washing, and cooking, and cleaning. They say he's stuck on that pert Miss Sinamon, who looks as if she never did a stroke of work in her life."

Anty Drudge-"Oh, but she does work! She does as much washing and cleaning as Mrs. Neverrest, but she does it with Fels-Napths, and doesn't wear herself out. If Mrs. Neverrest had used Fels-Naptha in her washing and cleaning, she would still be as pretty and fresh as ever, and wouldn't have lost her husband's love.'

Does housecleaning mean to you a blistering fire in the kitchen and half-scalded hands? Why not try the modern way—the Fels-Naptha way?

Fels-Naptha soap, in cold or lukewarm water, will make your house spick and span. It will dissolve the smoke, grease and dirt on your windows without scouring-polishing them at the same time.

It will brighten paint or varnish on woodwork; freshen up the colors in oilcloth or linoleum; whiten natural wood floors. It is the ideal soap to clean rugs or curtains, as it removes grease spots and dirt of all kinds without harming the colors.

Fels-Naptha will do your housecleaning better in cold or lukewarm water than any other soap will in hot water. You avoid the necessity for a hot fire, and your hands don't become red and rough from constantly dipping them in hot water.

Then Fels-Naptha is a disinfectant and insecticide. Neither germs nor insects will infest a place where the cleaning is regularly done with Fels-Naptha.

Follow the easy directions on the red and green wrapper.

#### LOOKED LIKE HIS FATHER.

Younger After Many Years.

CHICAGO, July 31 .- A son's resemblance to his father enabled Mayor John T. Kelahan of Algonquin, Ill., to recognize a fellow-passenger at Kalama, Wash., as his brother, who had left home when the mayor was a baby in the cradle The elder brother is Judge Chris Kela-

"Right you are," was the answer.

Both men began to get acquainted for the first time in their lives. Judge Kela-han located at Kalama in 1865.

#### Military Band From Mexico. The Commercial Association of Galves-

on. Tex., today asked the State Depart- her sight at her home here. nent to permit the Military Band of nual carnival at Galveston. The question has been taken under consideration keeps them closed nearly all the time.

BIRD'S NEST CAUSE OF FIRE. Elder Brother Recognized by the Match Carried by Sparrow Thought to Have Ignited.

CUMBERLAND, Md., July 31 .- A sparrow's nest was the cause of a fire at the plant of the Potomac Glass Company, this city, that called out the Central fire defore much damage was done. The blaze was seen emanating from under the eaves. It is thought that the birds, in han, now gray-haired and elderly, at building their nest, carried a match to present court commissioner at Kalama.

The judge boarded the train at Kalama in some way ignited. It is known that the nest was the first thing to catch fire.

Then your father and my father was ACTRESS REGAINING EYESIGHT

Months' Blindness. YONKERS, N. Y., July 31 .- After being

apparently blind for more than six Her husband, Frederick C. Harriott, Mexico to cross the international bor- said today that she can now discern the der to participate in the approaching an- colors on the wall paper of her room, but

with the probability that the request will | Clara Morris occupies herself largely in

# Advertising Talks

To the Readers of The Star By JOHN IRVING ROMER, Editor of Printers' Ink

The Chinese have a proverb that every merchant who advertises

OUGHT NOT TO KEEP A SHOP." The merchant who cannot be CHEERFUL and COURTEOUS to his

customers OUGHT NOT TO ADVERTISE. For why should he try to bring people to his shop, only to drive them away again-as discourteous treatment will surely do.

People like to be TREATED POLITELY in their business dealings. They like to purchase amid cheerful surroundings, and to be waited upon by COURTEOUS SALESPEOPLE.

A well known chain of eigar stores is operated upon A RECOG-NITION OF THIS PRINCIPLE. These stores are neat, bright and attractive. Red predominates in the windows-a cheerful color. The salesmen are models of courtesy-QUICK, OBLIGING, POLITE. And to INSURE THIS COURTESY the company has from the beginning made it an iron-bound rule that its salesmen should say "THANK YOU" to every customer upon receiving his money or handing him

This "THANK YOU" has become famous. These two words have closed the transaction in millions of sales of cigars, and have played an important part in the remarkable success of these stores.

THAT IS THE WAY TO BACK UP ADVERTISING. Don't be content to send your customers away satisfied with the goods they have purchased. Be sure they depart also PLEASED WITH THE TREAT-MENT THEY HAVE RECEIVED. There is a department store in one of our biggest cities that has a

reputation for unusual bargains-also for dark, dingy, disorderly aisles and counters, and uncivil salespeople. The management evidently thinks the bargains are sufficient to bring the crowd. No money is spent on the store, or for good help. As a result thousands of the better class of women in that city

WILL NOT ENTER THAT STORE. They know the bargains are there, but the unpleasant conditions keep them away. Women do appreciate bargains-but only ragpickers go into ash heaps after them. Don't handicap YOUR advertising by lack of cheerfulness and courtesy in your store-and then blame the advertising if results are not satisfactory. On the other hand, you will quickly discover that people

APPRECIATE courteous treatment. Just keep in mind that it DOESN'T COST ANYTHING to add courtery to the store service that backs up your advertising-but it will cost you dear if you leave it out.

2 Copyright 1910 by Prin

shing Co., New York.





An impressive little foulard frock appears in the accompanying drawing. This is made up with ribbon and lace medallions as the sole trimming. The ribbon is in the deepest shade of the material, which is a moss green figured in paler green and white. The upper portion of the bodice, which is folded in surplice fashion, is bordered by the ribbon. The yoke which continues across the shoulders is of ecru lace and the same lace in medallion form is set into the skirt. The latter has a new bottom trimming consisting of numbers of tucks of medium width without spacing between and is tucked nearly

### LINGERIE AND LACE GOWNS ARE FAVORITES IN PARIS

ion letters, but through American buy- shape abroad on the trail of the fashions in prove of the vogue of taffeta. Costumes advance of the great dressmaker pil- of this handsome silk have been seen grimage. Each year this pilgrimage shades, in black and in white. Many of assumes more imposing proportions. these costumes of taffeta were made in Where one dressmaker went to Paris | "infante" style, with blouse bodices with and this summer the number of those who have booked for sailing is said to be beyond all precedent. A few costumes of black and white. An unbuyers of decided importance in the usual costume of white voile was draped fashion game sailed many weeks ago, with a sash bordered with white ermine. The display of furs in summer is and have already seen the fashion | reminiscent of the eighteenth century and show in the smartest of the foreign was noted on several models in Trouville resorts. They have also had interviews with the men who in Paris are planning the moves in the game for next

Visitors to the fashionable resorts ap-

Japanese Silk.

One attractive street or afternoon frock was made of pink-striped Japanese silk. had a wide collar of old pink liberty. covered with white lace. The belt and cuffs were of liberty. The skirt was made with tunic effect and had a liberty flounce. A box plait of the striped silk,

filet. The corsage is crossed in ficht style, and there is a guimpe of the material which fastens with a row of croche Still another frock is of pale blue voile



OF LACE DRAPED IN CHIFFON.

autumn, and they know what the manufacturers are doing and what the great dressmakers are expecting. These stories will be given out a little At present, the correspondents con-

tent themselves with accounts of frocks seen in Paris. "Reckless ex-travagance is the order of the day," writes one observing critic. "Thousands of francs go into filmy, cobwebby creations, which are as fragile as they are beautiful."

Lingerie and Lace Gowns.

The lingerie and lace gowns are the favorites of the moment. They are combinations of different sorts of embroideries and insertions. Much of the eyelet embroidery is used, and sometimes the eyelets are embroidered in colored thread. Previous mention has been made of the combining of black velvet with the white frock of evelet work.

A very attractive frock was made of white liberty. There was a tunic of black Milanese lace, which was short at the front, gradually lengthening toward the back. Another dress was of black

shore resorts of France are coming Byzantinian silk is much in vogue for in, not only through the foreign fashoften forms collars in double pelerine



GREEN TAFFETA EMBROIDERED

and skirt. There is a ribbon girdle which

is tied at the back in large loops and sash

ends. The tunic is trimmed with broad

Vogue of the Tunic.

bands of lace.

LILAC SATIN COLLAR. the back, fastened the tunic to the bodice

aigrettes, was worn with the costume, and there was a pretty lingerie sunshade lined of liberty and lace, with a crossed tunic away when slightly soiled, but that



# Woodward & Lothrop

New York-WASHINGTON-Paris.

## OUR ANNUAL AUGUST SALE OF FURS AND FUR GARMENTS

Begins Tomorrow With Larger and Better Assortments Than Ever Before.

The Prices Are One-fourth to One-third Less Than Regularly—In Most Instances One-third.

Plans for this important event were much more extesive than many preceding seasons, and what we have attained will leave a lasting and onvincing impression of our merchandising strength upon the minds of our patrons ad the public generally.

The sale embraces every known kind of desirable Fur, and each piece is guaranteed to be truly named and accurately styled, as sanctioned by the oremost style authorities, renowned furriers and ourselves.

#### Neck Pieces and Muffs Are Massive in Size; Shown in the Following Furs:

**BLACK FOX** SABLE FOX RED FOX **ISABELLA FOX** CROSS FOX POINTED FOX WHITE FOX AMERICAN MINK JAPANESE MINK BLACK WOLF POINTED WOLF

NATURAL RACCOO **BLACK PONY** CARACUL PERSIAN PAW PERSIAN LAMB **HUDSON SEAL** ISABELLA OPOSSUN NATURAL OPOSSUN SABLE OPOSSUM BLUE WOLF NATURAL WOLF

**GENUINE FITCH** ERMINE BEAVER MUSKRAT **BLACK OPOSSUM** BLUE OPOSSUM MOLE NATURAL SKUNK NAROBIA LYNX **BLACK LYNX** NATURAL LYNX

Present Indications Point to a Greater Fur Coat Demand Than Last Year. Every Requirement Is Anticipated in This sale.

NATURAL PONY **BLACK PONY** WHITE CONEY NATURAL CONEY

**NEAR-SEAL HUDSON SEAL** MARMOT CARACUL

PERSIAN LAMB BEAVER SABLE SQUIRREL MUSKRAT

Many distinctive and original effects in coats are acquired by novelty designing and rich combinations. In the linings, too, are particularly beautiful effects of new origin.

Our purchases being much larger and more complete than ever before, assortments promise a degree of satisfaction in selection hitherto unknown.

ALL FURS PURCHASED DURING THIS SALE WILL BE STORED AND INSURED FREE OF CHARGE UNTIL OCTOBER OR LATER.

porcelain-blue embroidery. A wide belt of shaded blue taffeta, with long ends at



MANTLE OF BIEGE SATIN, WITH A white straw hat, trimmed with white

Another frock with tunic effect is made

A characteristic feature of the summer modes is the fichu in Milanese linon reaching to the belt. Some are of the Gainsborough type; others are made a la mode "Lamballe" or a la "Girondine" and a la "Roland." A sash made of chiffon must be worn with these fichus.

### THE DAILY CHIT-CHAT.

By Ruth Cameron.

"He certainly doesn't stand pain well or "she stands pain wonderfully"-How often I've heard expressions like I wish some one would kindly tell me, "in case they chance to know," how any

one ever finds out just how much pain how well he is standing it. sume altogether too much knowledge of

Since the only way to measure an of shelled lima beans. Put the beans in other's pain is by the show of emotion it to say that one person bears pain bet- with a fork, add the corn, cook eight For in so saying you are meas-

science are advanced very much farther cook just a moment, then serve. than at present we can't possibly know ing that we can the better. "When I was a girl," said the lady-

who-always-knows-somehow, "my father would always be most indignant if he heard any one talking about family trees.

"'My dear child,' he would say to me, the people who really have family trees worth talking about don't talk about them. That's a sure test. They just show family tree that runs to talk you can be pretty sure isn't much of a tree. I thought the comment worth passing

"No, I am not taking a single thing to a single solid book to read. I'm going to have the most deliciously lazy most thoroughly lazy time? It is, to be sure to take some one or

two little tasks with you on your vacaso delightfully indolent as when you have something that you ought to do but er us from head to foot. aren't doing. The feeling that you have absolutely

nothing to do, and two or three weeks to do it in, is apt to induce ennul, but the feeling that you have something that you really ought to do gives a delicious lards are veiled with smoke-colored mousstolen fruit sort of flavor to your idleness. In the same way the story that you snatch the time from clamorous duties to read is always more interesting than the book you sit down to with an after-But you didn't want to exert yourself at all on your vacation, and even a little task would mean some exertion.

But I didn't mean to do the task. Bless you, no. That would spoil the spell. Just have it to do.

### Cleaning Men's Ties.

Men's neckties are always .. thrown fastened to the bodice with passementerie is a useless extravagance, as they may buttons covered with chiffon. The bodice be cleaned to look like new. Before is made of liberty trimmed at the neck cleaning baste them a short distance from and sleeves. The skirt is made of lace.

The sleeves of summer are all wide and the edge, then wash carefully and iron silk fringe, are all the thing at both seafall loosely on the arm without any con- under a cloth. The basting prevents the lining from wrinkling. Fine silk ones should be cleaned with gasoline. Place

the pack. Another dress was of black chiffon, the skirt and sleeves of which were bordered with white chiffon. There the tunic, giving the skirts a wider appearance. One frock of white-crepon was a girdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a sirdle of blue By tantinian silk, pearance. One frock of white-crepon was a silk, pearance white-crepon was a silk pearance white-cre

Cut the corn from a half dozen large the saucepan with the liquor from the good soup to make on ironing day, warn corn cobs and add enough milk to cover, there must be fire in the range. ter than another because he shows less minutes, season with salt, pepper, plenty of butter, and, if liked, a little sugar. Stir cream and after the corn has cooked its

#### Popularity of Laces.

Vegetable Soup.

empiecements. The autumn, however, only on dresses, but also on hats, and even combined with furs. vious time, and nothing has in it more elegant combination of autumn. Those So I heard a woman say the other day. among us who have old laces lying be-Do you know I have a diametrically dif- tween the satin linings of scented sachets will do well to remember that they will be required to enhance the charm of our wearing apparel. They will hang in flounces across the skirt and bodice, like an antique drapery; they will be arranged For I don't think you can ever be quite as stoles, back and front; they will cov-

seline de soie

line are decidedly smart and becoming to White voile and marquisette are made into very pretty little waists with colored

Paris forcasts a veritable rage for lace -lace in large design fairly smothering gowns from collar to hem.

White trimmed with color is a fashionable combination for all kinds of wash

dresses and separate waists. having plain shoulders and narrow skirts.

paprika. Just before serving add one cur one another's inward workings, and this off the water. Measure the corn cut from with two tablespoonfuls of flour and two the cob and prepare an equal quantity tablespoonfuls of butter. Cook just long enough to blend and serve. This is a

two potatoes and two onions sliced

Philadelphia Tapioca Pudding.

Until mental telepathy and mental allotted time, stir it into the succotash; stirring occasionally with a fork to separate the lumps. Put in a farina kettle with a pint and a half of water. Slice three tart apples or peaches and add to A delicious vegetable soup. usually the tapioca, together with sugar to sweetmade with canned corn, can now be made en. Stir all together and cook until the with the fresh. Put into a kettle a quar-ter pound of lean salt pork cut in cubes. Serve hot or cold with cream.

skirts have pleats inset at the sides t

Fads and Fancies.

Many of the brightly colored new fou-Summer coats showing the high waist

head ornamentation.

Ruffles are appropriate with fashions

Probably more one-piece silk dresses

Gloves are dyed in every conceivable stockings, which in every co harmonize with the toilet.

## 100 Miles to Save Father

We have the following letter from C. H. Rivenburg, the Chester, Mass., druggist: "I inclose check for your account with great pleasure. About four months ago my father, aged 72 years, was told he was dangerously ill with Bright's Disease by a first-class M. D., and for two or three months was under his care. He gradually became weaker and was in bad condition before I knew the nature of his trouble. I at once traveled about a hundred miles to see that my father commenced to use the Renal Compound, and now wish to report to you that his doctor says the danger is all passed and there is not a trace of albumen. Is this not a wonderful cure, taking into consideration the fact that my father had Diabetes for many years before the Bright's Disease developed? Today he and we are all happy at his recovery. You may use this if you wish. My father is James Rivenburg, 247 Clinton avenue, Albany, N. Y.

ton avenue. Albany, N. Y.
"Yours very respectfully.
"C. H. RIVENBURG."

having plain shoulders and narrow skirts, and impart a girlish charm.

Single-end sashes, in colors, with black silk fringe, are all the thing at both seashore and mountain resorts.

Quite wonderful are new colored silk hnadkerchiefs from Paris—lavender, blue, even purple, to match summer costumes.

Most polo coats for young women are white. But suddenly has arisen a demand for the blue, especially for steamer wear.

In skirts the popularity of the panel back and front still holds. The newest